

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 16, 1998

RJR Account #204600

Mr. G. Louras
SAM FRANK, INC.

FEBRUARY CTS: DORAL BUY 1 CARTON GET 5 PACKS FREE / PROMOTION #800021

Dear Gus:

DORAL Gratis product (6M), and matching Live product (12M), has been ordered, along with 15-Pack Carton Kits, Item #536813, and P.O.S. Kits, Item #536822 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

DORAL <u>BRAND</u> <u>STYLES</u>	#/ <u>(6M)</u> <u>GRATIS</u> <u>Cases</u>	GRATIS UPC Code	#/ <u>(12M)</u> <u>LIVE</u> <u>Cases</u>	LIVE UPC Code
<i>Light</i>	<u>3</u>	12300-21861	<u>3</u>	12300-15112
<i>Lt 100</i>	<u>6</u>	12300-24987	<u>6</u>	12300-15212
<i>Men Lt 100</i>	<u>3</u>	12300-24990	<u>3</u>	12300-15812
<i>FF</i>	<u>3</u>	12300-21859	<u>3</u>	12300-16612
<i>FF 100</i>	<u>6</u>	12300-24988	<u>6</u>	12300-15312
<i>Ult Lt 100</i>	<u>3</u>	12300-24991	<u>3</u>	12300-16712

15-Pack Carton Kits (Item #536813)

SKU CUBE: **1.8512**

SKU WT (w/o Product): **4.4800 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **20 Savings Cartons**

Product / Display Arrival: **February 4, 1998**

Ship Date to Retail: **Week of: February 16, 1998**

EFT \$ Amount: **\$14,272.70**

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BCTNG5F
SAM FRANK, INC.

Promotion Description:

Each Doral *gratis* case contains 60 five-pack offers. Place one live Doral carton into the promotional 15-pack carton and place one five-pack gratis offer into the 15 pack carton to complete the offer. Special complimentary tear-tape is on all *gratis* packs. Close and tape the display case.

Display Load: Twenty 15-Pack Cartons Per Display; ensure brand mix.

Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100

SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH RETAILER LISTED.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$9.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$216.00 (24 (12M) case(s) @ \$9.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

PROMOTION #800021: DORAL BUY 1 CARTON GET 5 PACKS**CUSTOMER LIST****REFER TO 'WHOLESALER PACKING INSTRUCTIONS' FOR DISPLAY SET-UP****ONE 15-CARTON KIT (ITEM #536813) = TWENTY 15-PACK CARTONS PER SKU.****SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH ACCOUNT LISTED.****BRAND LOAD PER DISPLAY:****ONE EACH (15-PACK CARTONS): DORAL LT/ LT MEN 100 / FF / ULT LT 100****THREE EACH (15-PK CARTONS) DORAL LT 100/ FF 100**#**/ CARTONS PER STYLE
D O R A L**LT LT LT FF FF ULT
100 MN 100 100 LTVAP DIRECT ACCT
VAP SIS# NAMEDIR ACCT
SUPPLIER#

SR	TER	SIS#	FULL NAME	ADDRESS	CITY	STATE		GRATIS	10	20	10	10	20	10	204600	SAM FRANK INC
162302		114561	NEXT DOOR	RT 7	POWNAL	VT	LIVE	20	40	20	20	40	20			
162302		386834	N BENNINGTON VARIETY	BANK STREET EXT	N BENNINGTON	VT	GRATIS	10	20	10	10	20	10	204600	SAM FRANK INC	
							LIVE	20	40	20	20	40	20			
162302		494957	POULTNEY CASH MARKET	37 MAIN ST	POULTNEY	VT	GRATIS	10	20	10	10	20	10	204600	SAM FRANK INC	
							LIVE	20	40	20	20	40	20			
162302		623997	SARGENT'S SHORT STOP	300 MAIN ST	BENNINGTON	VT	GRATIS	10	20	10	10	20	10	204600	SAM FRANK INC	
							LIVE	20	40	20	20	40	20			
162302		636227	APOLLO FUELS	RT 149	PAWLET	VT	GRATIS	10	20	10	10	20	10	204600	SAM FRANK INC	
							LIVE	20	40	20	20	40	20			
162302		657371	BEVERAGE KING	RTE 4A	BOMOSEEN	VT	GRATIS	20	40	20	20	40	20	204600	SAM FRANK INC	
							LIVE	40	80	40	40	80	40			
162302		776167	WELLS TRADING POST	ROUTE 30 BOX 56	WELLS	VT	GRATIS	10	20	10	10	20	10	204600	SAM FRANK INC	
							LIVE	20	40	20	20	40	20			
162302		114544	SMOKERS DEN	HUNT STREET	BENNINGTON	VT	GRATIS	10	20	10	10	20	10	204600	SAM FRANK INC	
							LIVE	20	40	20	20	40	20			

3 6 3 3 6 3 Number of Gratis / Live Cases Each

72 15-CARTON KITS, ITEM #536813

8 P.O.S. KIT, ITEM #536822

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WHOLESALER PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS**

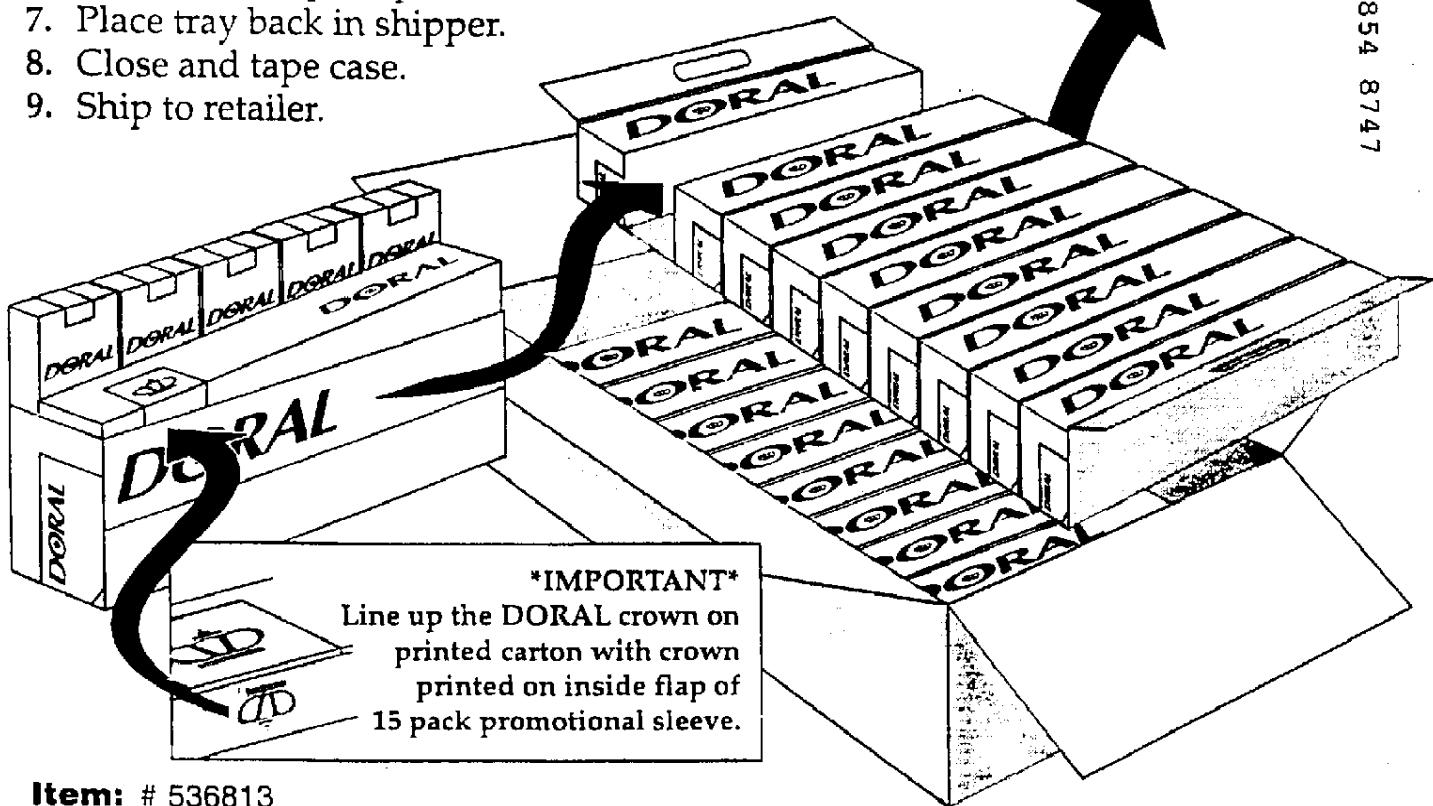
1ST QTR.'98

February DORAL Buy 1 Carton Get 5 Packs Free

STEPS

1. Open DORAL Buy 1 Carton Get 5 Free shipping case which holds 20 offers.
2. Remove Top tray which holds 10 offers-set aside.
3. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on bottom level of promotional shipper (10 offers). **Gratis product is in white cartons.**
4. Close each 15 pack promotional carton.
5. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on top shelf of promotional shipper (10 offers). **Gratis product is in white cartons.**
6. Close each 15 pack promotional carton.
7. Place tray back in shipper.
8. Close and tape case.
9. Ship to retailer.

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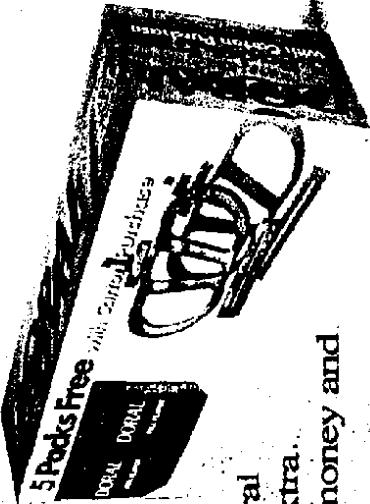
**Item:** # 536813**Description:** DORAL Buy 1 Carton Get 5 Packs Free CTS Carton kit

Brand Style	LT	LT 100	LT MEN 100	FF	FF 100	ULT LT 100
Number of Cartons						<i>Ensure brand mix in Display</i>

Another Great Deal From America's #1 Selling Value Brand: Buy A Carton & Get 5 Packs Free

Special Carton •

This 5 Pack Free promotion is a great way to give customers a special Doral Bonus. Our new promotional carton contains 15 packs of Doral (\$1.00 in a regular carton, plus 5 extra packs), saving your customers money and driving your sales up, up, up.

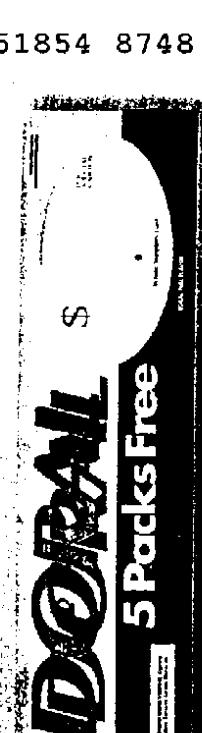


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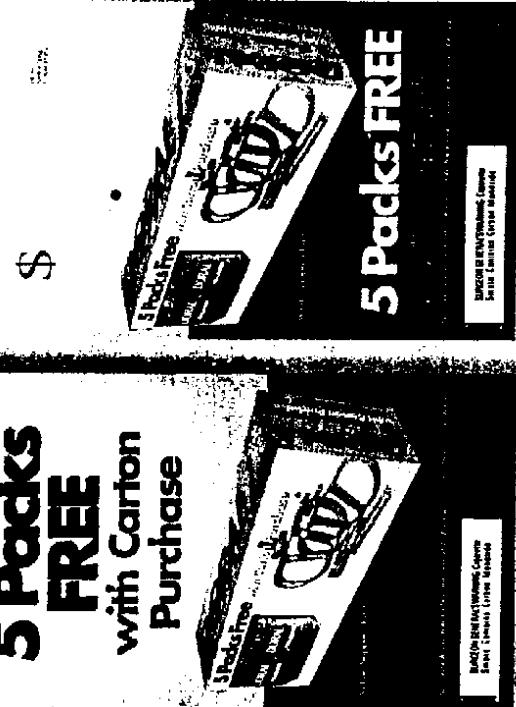
8 Case Header •

Shows off your store display
Includes promotional information and pricing area.



Special 8-Case Side Card & Poster •

Increases customer awareness along with offering additional in-store advertising opportunities. Side card easily attaches to display. While the 21" x 39" poster is an impactful piece to announce the price of this great offer.



5 Packs FREE

DORAL Cigarettes
50 Cartons Total Shipping

Details •

- 20 special cartons per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Get 5 packs free with carton purchase